

Nearly two out of every three additional cigarette sales you made last year were Philip Morris brands.

Here's the Score for '74:

Gains In Domestic Cigarette Consumption Over 1973

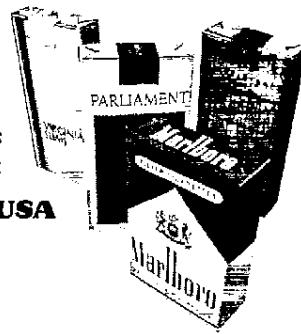
Total Industry **+ 17.45 billion**

Philip Morris USA **+ 11.32 billion**

Rest of Industry **+ 6.13 billion**

Growth like this means extra sales and profits for every tobacco distributor whose order keeps pace with Philip Morris market gains.

*The Profit Makers
come from*
Philip Morris USA



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